

# CAST BRONZE TABLETS

AND ETCHED BRASS SIGNS.

NEWMAN MANUFACTURING CO  
416-418 ELM ST. CINCINNATI, OHIO  
BRANCH-80 W WASHINGTON ST. CHICAGO, ILL.

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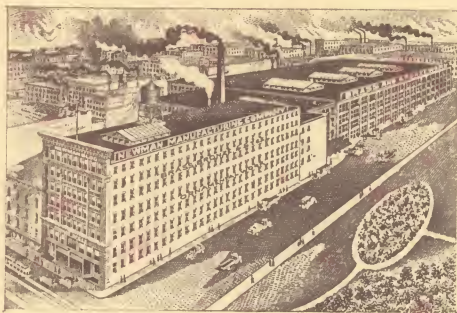
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From the collection of:

Mike Jackson, FAIA

## Introduction

The advent of our fortieth anniversary has been fittingly celebrated by the purchase of a modern plant in the very heart of Greater Cincinnati. From this time forward we are prepared to serve our friends even more advantageously than ever before.



## For More Than Forty Years

we have manufactured U. S. Standard cast bronze tablets and genuine etched brass signs. A corps of expert designers and modelers, molders and finishers has been evolved. No other organization is better fitted to specialize in the creation of artistic and unusual signs.

Correspondence regarding extra-elaborate work is cordially invited. When asking for special prices, please mention by number the cuts in this booklet which appeal most to you.

## Construction

Our prices allow for signs of genuine brass and bronze. To provide a wide range of prices we illustrate stock and special borders, odd and perfectly square shapes, solid and built-up styles, and so on. But the basic construction is always exactly the same—the finest obtainable materials, plus highly skilled workmanship.

## How To Order

When ordering sheet-brass signs without beveled edges or attachments the catalog prices should be utilized. The same holds true of square or oblong bronze tablets with plain lettering and borders. In either case copies should be printed by hand or type-written to avoid errors.

Pencil sketches or proof-rubbings will be submitted only when asked for on your orders.

## Terms

Prices are strictly f. o. b. our factory.

Unless rated or prepared to furnish credit references we suggest that you remit in advance to save time and confusion.



The quotations listed below cover U. S. Standard bronze tablets, cast in one piece to insure maximum strength and durability. The borders and letters are highly polished, and the backgrounds are stippled and oxidized in black, brown, verde antique or any other standard finish for contrast.

These prices are for tablets with lettering in any standard style of type as shown on page 14, and either plain single- or plain double-line borders. (See tablet No. 1000, page 4.)

We have allowed for a reasonable amount of lettering and insist upon quoting special prices when long lists of names are desired.

Mention the surface to which the tablet is to be attached. We furnish all necessary rosettes and lag screws for attaching to stone.

#### ILLUSTRATION

Tablet No. 1000 with plain border, size 10 x 25 inches, contains 250 square inches. The cost of one tablet is \$59.00. Two tablets will cost \$92.50, and so on.

Size of Tablet	1 Tablet	2 Tablets	3 Tablets
60 square inches.....	\$ 19.00	\$ 29.00	\$ 38.00
65 square inches.....	20.50	31.00	40.50
70 square inches.....	22.00	33.00	43.00
75 square inches.....	23.50	35.25	45.75
80 square inches.....	25.00	37.50	48.50
85 square inches.....	26.25	38.75	50.75
90 square inches.....	27.50	40.00	53.00
95 square inches.....	29.00	42.50	55.75
100 square inches.....	30.50	45.00	58.50
105 square inches.....	31.25	46.25	60.25
110 square inches.....	32.00	47.50	62.00
115 square inches.....	32.75	48.75	63.75
120 square inches.....	33.50	50.00	65.50
125 square inches.....	34.25	51.50	67.25
130 square inches.....	35.00	53.00	69.25
135 square inches.....	35.75	54.50	71.00
140 square inches.....	36.50	56.00	73.00
145 square inches.....	37.25	57.25	75.00
150 square inches.....	37.75	58.25	77.00
155 square inches.....	38.50	60.00	79.00
160 square inches.....	39.00	60.50	81.00
165 square inches.....	40.00	62.00	83.00
170 square inches.....	40.75	63.25	85.00
175 square inches.....	41.75	64.75	87.00
180 square inches.....	42.50	66.00	89.00
185 square inches.....	43.50	67.50	91.25
190 square inches.....	44.25	69.00	93.50
195 square inches.....	45.25	70.50	95.75
200 square inches.....	46.00	72.00	98.00
205 square inches.....	47.50	74.25	101.00
210 square inches.....	49.00	76.50	104.00
215 square inches.....	50.25	79.00	107.00
220 square inches.....	51.50	81.25	110.00
225 square inches.....	53.00	83.50	113.00
230 square inches.....	54.25	85.25	115.50
235 square inches.....	55.50	87.00	118.00
240 square inches.....	56.75	88.75	120.50
245 square inches.....	58.00	91.00	123.00
250 square inches.....	59.00	92.50	125.00
275 square inches.....	62.25	99.00	134.25
300 square inches.....	65.50	105.50	143.50
325 square inches.....	69.25	112.75	154.25
350 square inches.....	73.00	120.00	165.00
375 square inches.....	76.75	126.75	175.75
400 square inches.....	80.50	133.50	186.50
425 square inches.....	84.00	141.25	197.00
450 square inches.....	87.50	149.00	207.50
475 square inches.....	91.25	156.00	218.00
500 square inches.....	95.00	163.00	228.50
550 square inches.....	109.00	185.50	258.50

Size of Tablet	1 Tablet	2 Tablets	3 Tablets
600 square inches.....	119.00	201.00	279.50
650 square inches.....	129.00	217.00	300.00
700 square inches.....	139.00	232.50	320.50
750 square inches.....	149.00	248.00	341.50
800 square inches.....	159.00	264.00	362.00
850 square inches.....	169.00	279.50	382.50
900 square inches.....	179.00	295.00	403.00
950 square inches.....	189.00	312.00	425.50
1000 square inches.....	199.00	336.00	448.00
1050 square inches.....	209.00	345.50	470.50
1100 square inches.....	219.00	362.50	493.00
1150 square inches.....	229.00	379.50	515.50
1200 square inches.....	239.00	396.00	538.00
1250 square inches.....	249.00	413.00	560.50
1300 square inches.....	259.00	430.00	583.00
1350 square inches.....	274.00	457.50	620.00
1400 square inches.....	289.00	483.00	657.00
1450 square inches.....	304.00	509.00	694.00
1500 square inches.....	319.00	533.50	730.50
1550 square inches.....	334.00	560.00	767.50
1600 square inches.....	349.00	585.50	804.50
1650 square inches.....	364.00	611.00	841.50
1700 square inches.....	379.00	637.00	878.00
1750 square inches.....	394.00	662.50	915.00
1800 square inches.....	409.00	688.00	952.00
1850 square inches.....	424.00	714.00	989.00
1900 square inches.....	439.00	739.00	1025.50
1950 square inches.....	454.00	765.00	1062.50
2000 square inches.....	469.00	787.50	1099.50

Standard tablet letters are from  $\frac{1}{4}$  to  $2\frac{1}{2}$  inches in height. For letters larger than standard, or special styles not illustrated on page 14, add as follows:

Up to and including $1\frac{1}{2}$ inches.....	15 cents per letter
From $1\frac{1}{2}$ to $2\frac{1}{2}$ inches, inclusive.....	20 cents per letter
From $2\frac{1}{2}$ to $3\frac{1}{2}$ inches, inclusive.....	23 cents per letter
From $3\frac{1}{2}$ to $5\frac{1}{2}$ inches, inclusive.....	30 cents per letter
From $5\frac{1}{2}$ to 7 inches, inclusive.....	38 cents per letter
From 7 to 9 inches, inclusive.....	45 cents per letter

### Cast Bronze Plates for Desks, Counters and Show Windows

Furnished with easel cast on back, as described on page 29, and rubber feet on base to prevent scratching. Signs containing 60 square inches or less made up only with type similar to No. 80 on page 14.

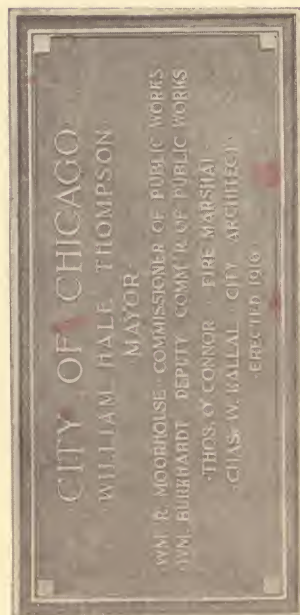
Limit of Letters in 1 Line	Size	Each- One Line	Each- Two Lines	Pair, Both Alike	Each Addit'l Plate if ordered at time of first pair
8	$2\frac{1}{2}$ x 8.....	\$ 6.25	\$ 7.50	\$11.25	\$ 4.70
10	$2\frac{1}{2}$ x 10.....	6.25	7.50	11.25	4.70
12	$2\frac{1}{2}$ x 12.....	6.90	8.15	12.50	5.35
13	$2\frac{1}{2}$ x 14.....	7.85	9.10	14.40	6.25
15	$2\frac{1}{2}$ x 16.....	9.40	10.65	16.25	6.60
16	$2\frac{1}{2}$ x 18.....	10.65	11.90	18.15	6.90
9	$3\frac{1}{2}$ x 12.....	10.95	12.20	17.50	7.20
12	$3\frac{1}{2}$ x 16.....	12.50	13.75	21.25	8.15
14	$3\frac{1}{2}$ x 18.....	13.75	15.00	23.45	8.75
15	$3\frac{1}{2}$ x 20.....	15.35	16.60	25.95	9.40
17	$3\frac{1}{2}$ x 22.....	16.90	18.15	27.50	10.00
19	$3\frac{1}{2}$ x 24.....	18.45	19.70	30.65	11.25
20	$3\frac{1}{2}$ x 26.....	20.00	21.25	32.50	12.20
22	$3\frac{1}{2}$ x 28.....	21.90	23.15	35.95	13.75
8	4 x 12.....	11.90	13.15	20.00	6.90
12	4 x 16.....	13.45	14.70	22.20	8.45
13	4 x 20.....	16.25	17.50	28.15	10.00
14	4 x 22.....	18.15	19.40	30.65	10.65
15	4 x 24.....	19.70	20.95	32.50	12.20
17	4 x 28.....	22.50	23.75	38.15	14.40

Tablets mounted on triangular wood blocks with ornamental bronze nails at \$1.50 each extra. Finished in polished oak or mahogany effect. Bottoms have rubber "bumpers" to prevent scratching.





Cut 1016

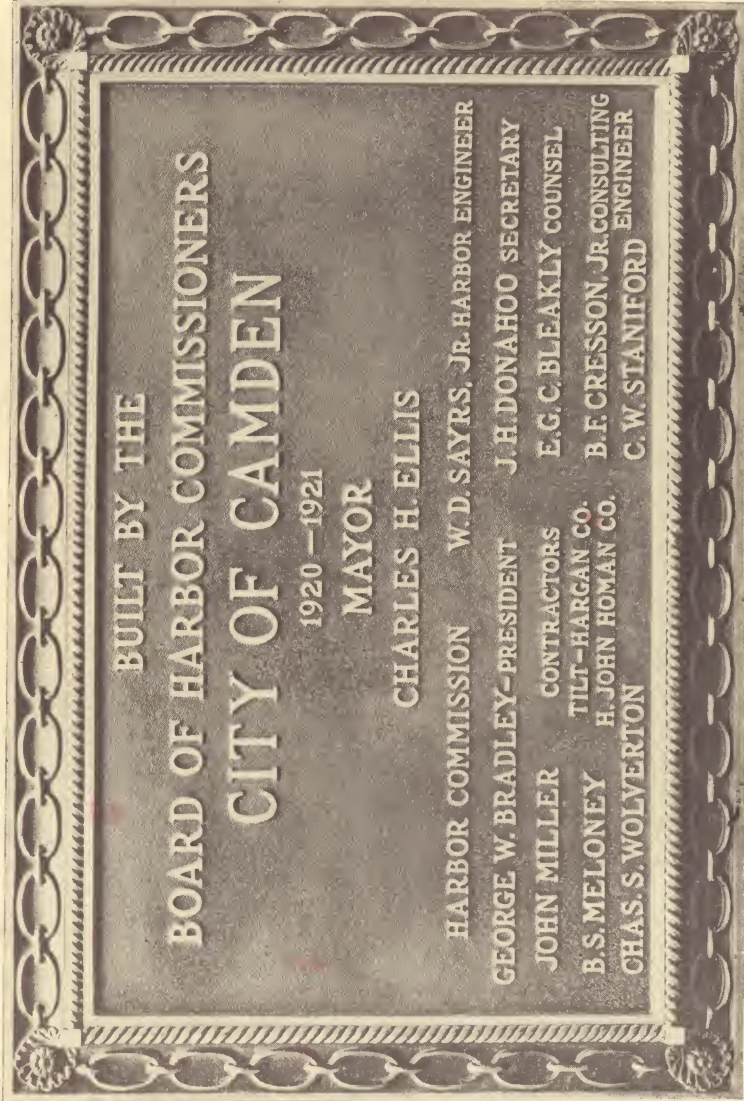


Cut 1000



Cut 1007

To permanently designate the various types of civic and municipal buildings nothing has ever approached cast bronze tablets in quiet elegance and extreme longevity.



Cut 1022

A border design that relieves the squareness and simplicity of the tablet proper.



## Just a Few Words

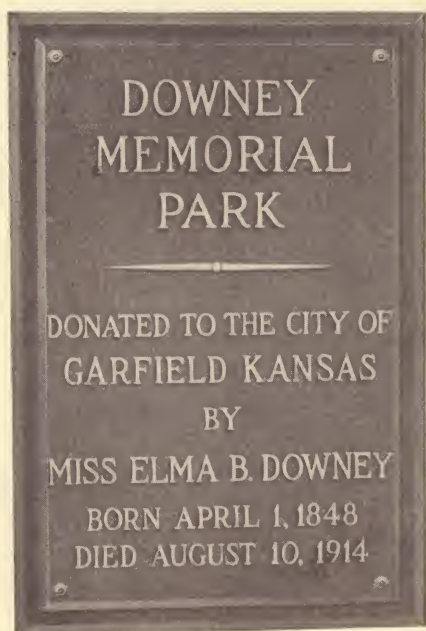
about the finish of Newman cast bronze tablets. Every letter is clean-cut and artistically correct. After casting the signs are tooled by hand, and all minor defects are rubbed out with emery cloth.

The raised portions of each design are carefully polished and treated to resist tarnishing. The background is stippled and oxidized in black, brown or any other standard color for contrast.

We absolutely guarantee our tablets to be free from pits, blowholes or blemishes of any description.



Cut 1023



Cut 1024

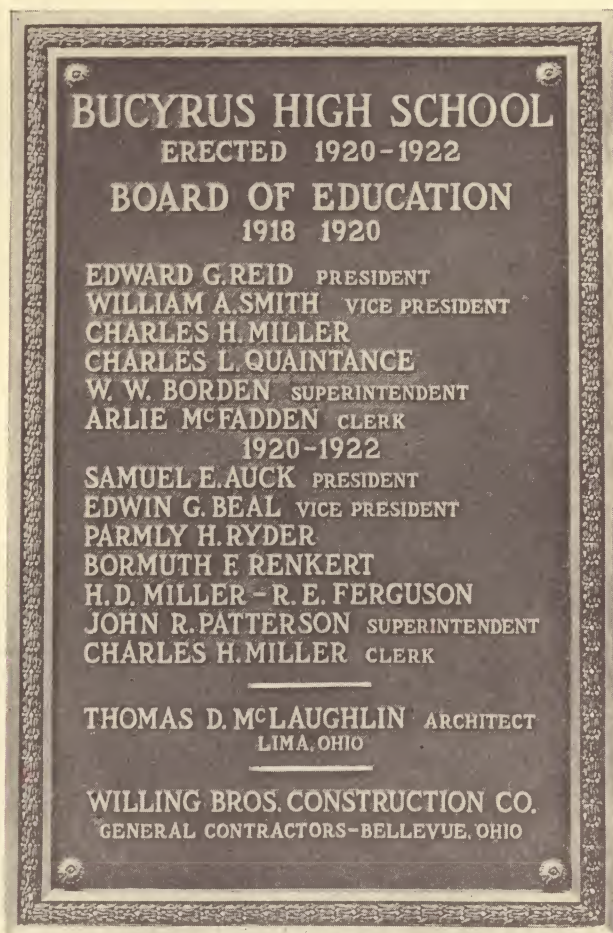


Cut 1017



No substitute for a cast bronze tablet has ever been discovered. Their permanent beauty is unquestioned.

At the end of twenty years of constant polishing the exposed surfaces are as bright and glossy as at first. Age merely enhances their attractiveness.

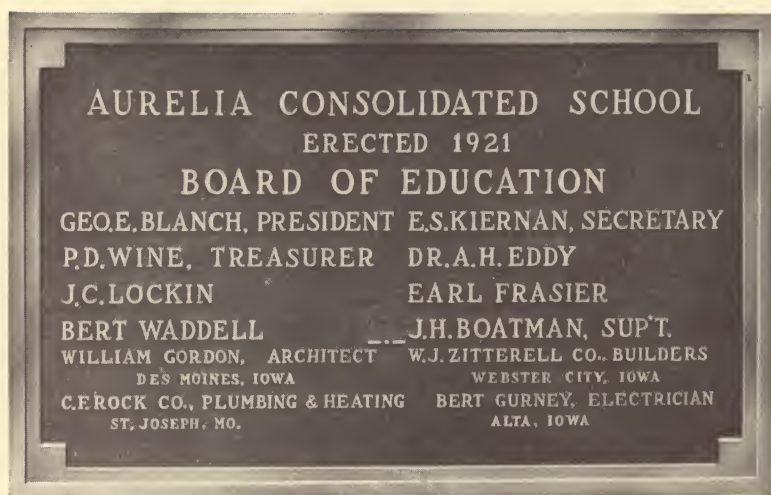


Cut 1025

Schools, colleges, universities, libraries, museums, memorial buildings, park entrances, churches, lodge buildings, hotels, hospitals—wherever you go bronze tablets are in evidence.

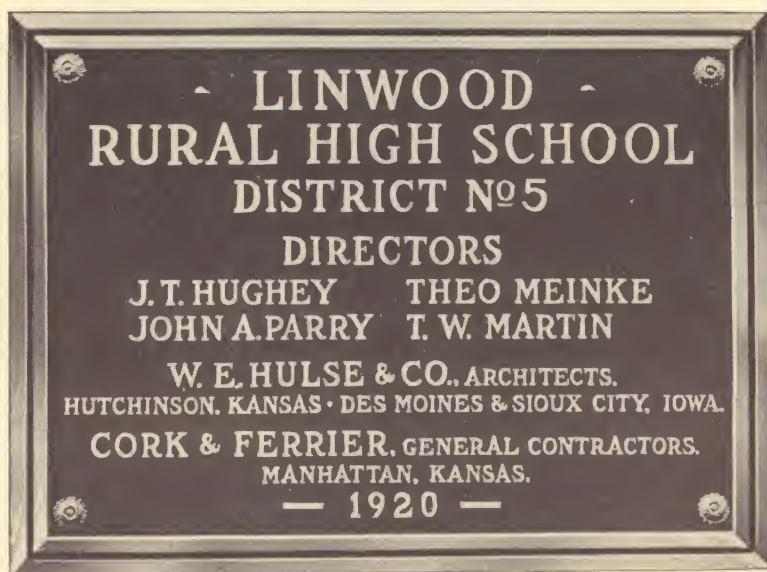
Many of the tablets erected during the past forty years in your locality were cast, hand-tooled and finished by The House of Newman.

(If you feel the need of purchasing a tablet that is special in every respect please write us for suggestive sketches and an estimate to cover.)



Cut 1026

We have executed thousands of these bronze tablets for public, parochial and private schools.



Cut 1027





Cut 1015

Two artistic tablets, less expensive in reality than their appearance would indicate.



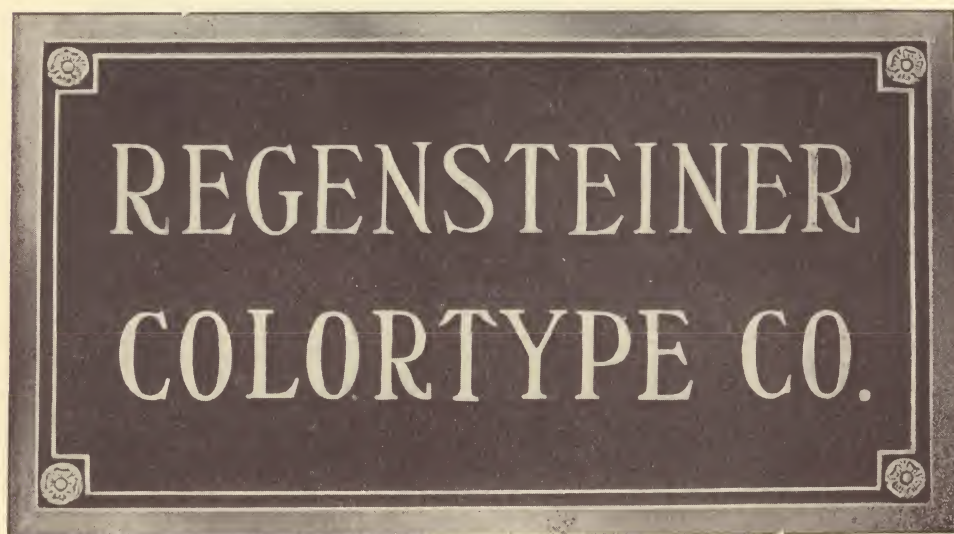
Cut 1028

## TABLETS FOR STORES AND OFFICE BUILDINGS

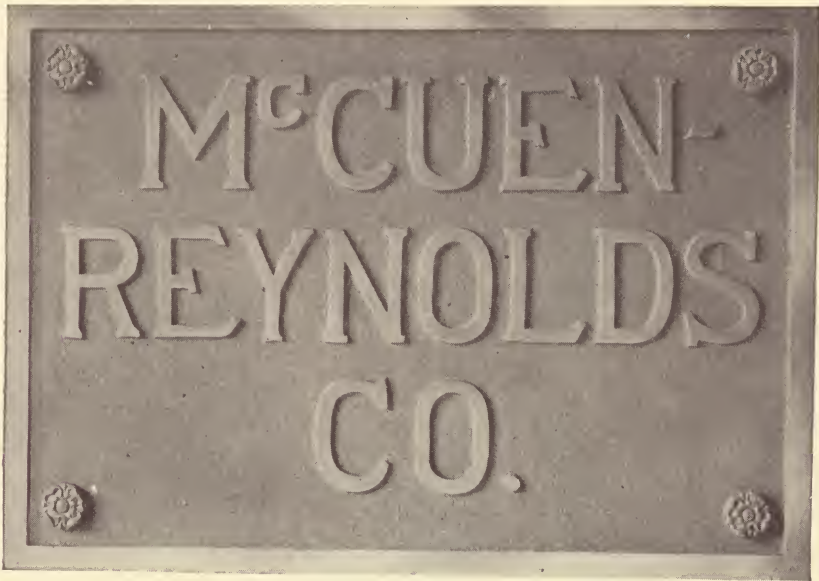


The exterior appearance of even the finest store may be ruined through the injudicious use of signs. The entrance to your office building may be marred by a hodge-podge of cheap, unsightly placards.

For unassuming dignity and lasting beauty choose cast bronze tablets every time. You will discover that only the best is truly inexpensive in the long run.







Cut 1018

Trademark styles of lettering, such as Old English and script, can best be brought out in cast bronze. Other signs do not lend themselves as easily to the artistic perpetuation of your name, your trademark or your standard symbols.



Cut 1030

Thousands of wide-awake department stores all over the United States have erected Newman Bronze Tablets because of their enduring beauty.



Cut 1031



Cut 1031-A

A cast bronze under-the-window (or sill) sign that will outlive and outclass the very store itself.

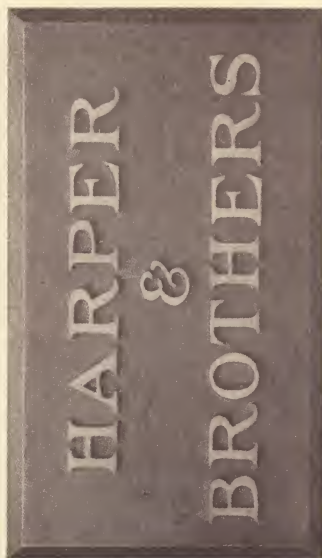




Cut 1014 AN UNUSUAL WINDOW SIGN



Cut 1032



Cut 1004

Our bronze window signs, tablets for entrances and door plates have been erected by leading mercantile establishments in every corner of the globe.

## TYPE STYLES

We are prepared to furnish these styles of type at the prices quoted on pages 2 and 3. The use of standard type faces is advocated because we have the patterns in stock and can save considerable time on orders specifying these styles:

No. 5 GOTHIC CONDENSED

**IN MEMORIAM**

Used where space is limited. A popular style because severely plain.

No. 505 GOTHIC BOLD EXTENDED

**BANK**

One of the most distinct letters obtainable. For use where ample space is available.

No. 50 GOTHIC BOLD

**FEDERAL**

Very legible, and generally adopted for medium-sized tablets.

No. 8 CHELTENHAM CONDENSED

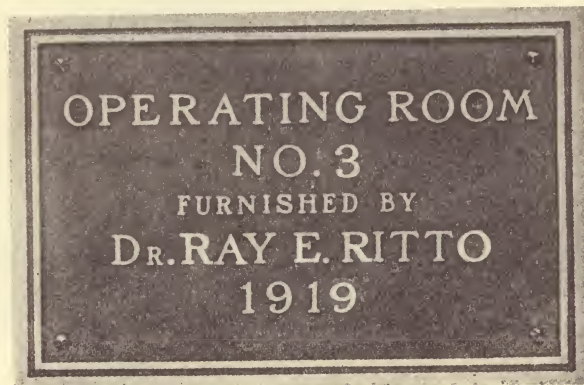
**UNITED STATES**

Very graceful letters. Especially fine for quotations, list of names, etc.

No. 80 POST BOLD

**NATIONAL**

Suitable for large tablets. Much used for bank signs.



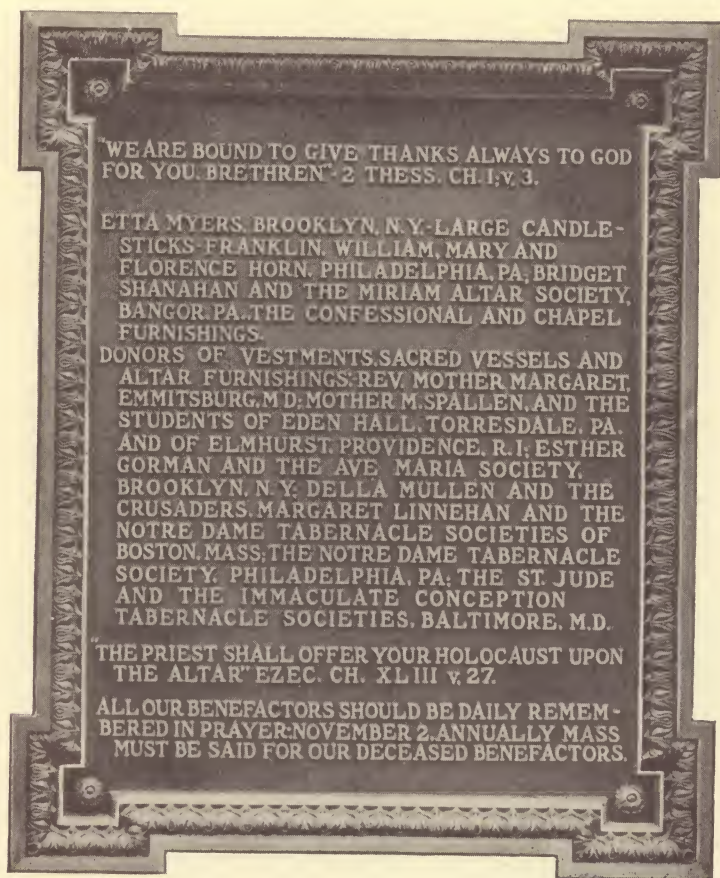
Cut 1033

Memorial tablets or name-plates for the interiors of hospitals are usually cast bronze. They harmonize with the severe dignity of all such institutions.



## CHURCH TABLETS

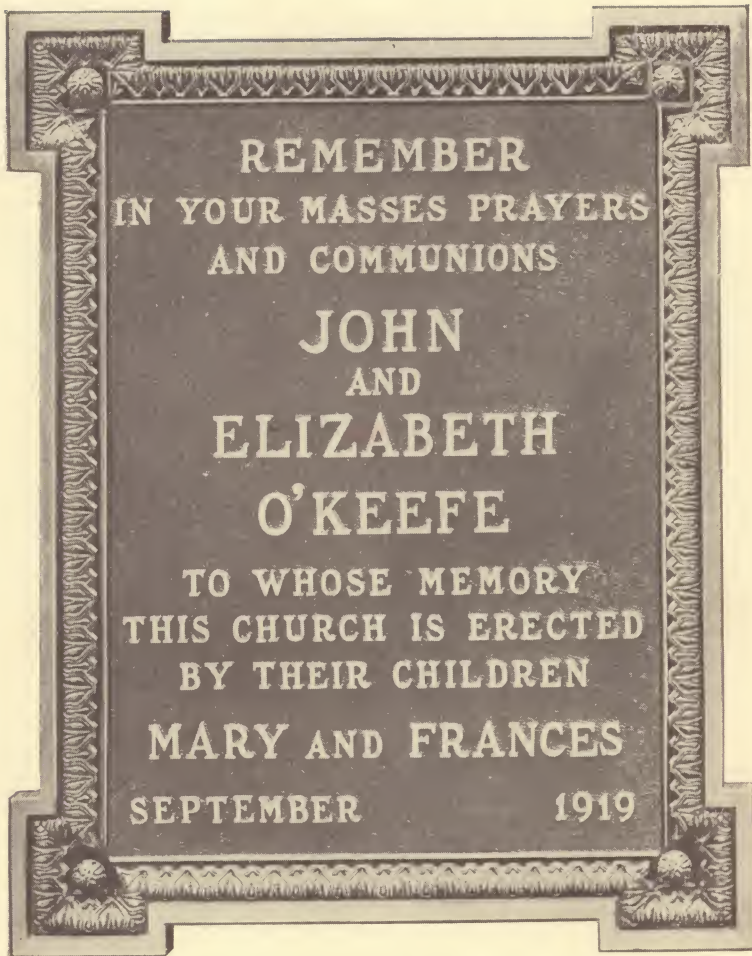
Churches of all denominations, creeds and beliefs are using bronze for memorial tablets. We are especially interested in creating beautiful tablets of this character.



Cut 1034

We are illustrating two of many church memorials designed and executed by The House of Newman. The chased letters and borders, and the oxidized backgrounds, combine to produce handsome tablets that resist the ravages of Time and the elements.

Every letter is symmetrical in contour. Every detail, from the preparation of the pattern to the final polishing, is faithfully carried out by true artisans.



Cut 1035

Relatively few manufacturers are equipped to execute contracts for bronze memorials in the proper manner. Long lists of names in fine type must be hand-burnished by experts. Slipshod methods result in ragged letters, crooked lines or serious crowding.

The Newman corps of artisans excels in the making of memorial tablets. Exceptional care is exercised from the preparation of the pattern to the final oxidizing.

A trial will convince even the most skeptical.





Cut 1036

The tablet above illustrated was executed by us for the Church of our Lady of Good Counsel, Bangor, Pa.

It measures 5 feet by 12 feet high, weighs 1500 pounds, and lists 1500 names in addition to other lettering in large type. This photograph clearly demonstrates the scope of our facilities.

(For the same church we produced three smaller bronze tablets, also two hand-engraved, gold plated name-plates.)







Cut 1021



Cut 1038



## MEMORIALS OF DISTINCTION



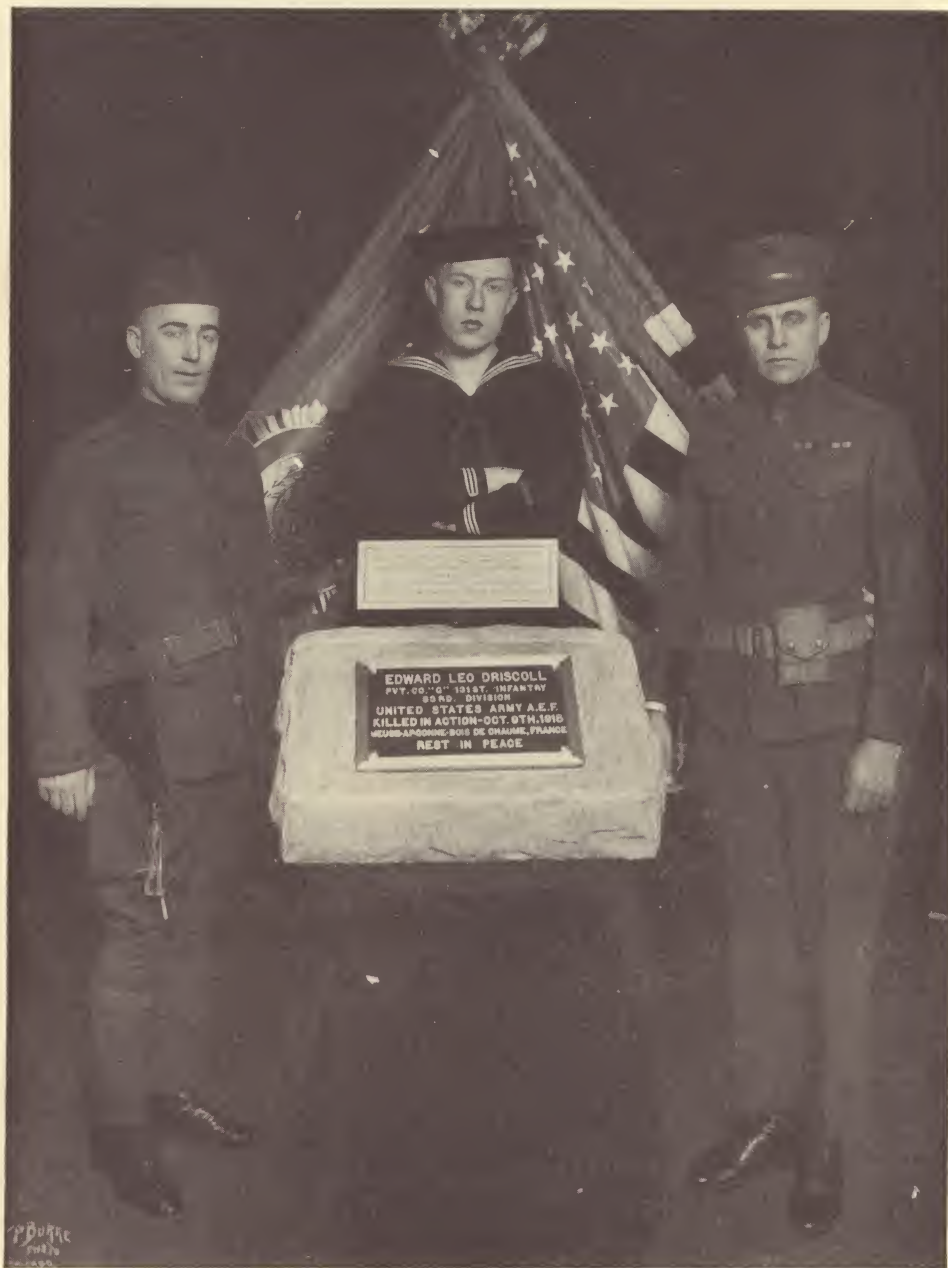
Cut 1013

Newman memorials may be mounted at moderate cost on beveled panels or plaques, stained in the popular mission effect. You may have a choice of oak, American walnut or mahogany.

Our experts will gladly offer suggestions for shapes, harmonious ornaments and the proper color combinations. Everything of importance is covered from the selection of type styles to the choosing of a suitable site for the erection of the finished tablet.



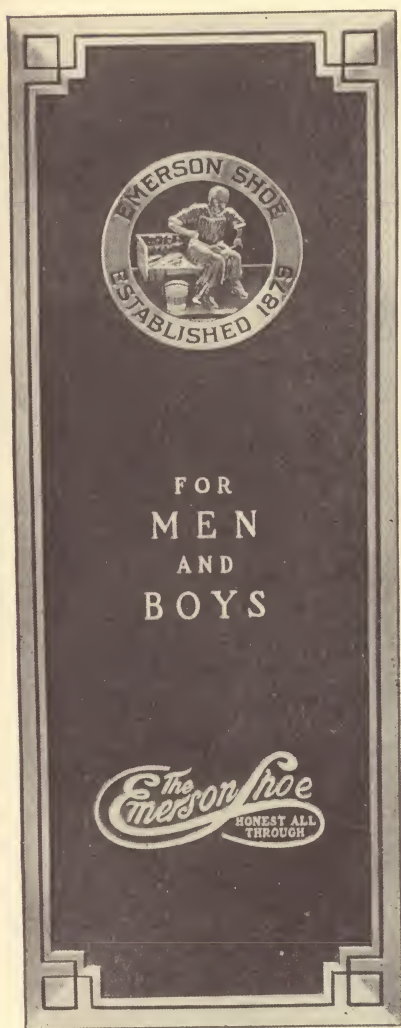




Cut 1039

First Monument-Marker in Granite and Bronze to be erected at (Soldiers' Park) Mt. Carmel Cemetery, Chicago, to memorialize our Heroic Catholic Dead Soldiers of World War.

One hundred to be completed and unveiled on Decoration Day, 1922, by Catholic Veterans World War Memorial Association, 618-20 S. La Salle St., Chicago.



Cut 1040

Our prices for bas-relief tablets must be figured as desired, and the price-list positively does not cover this class of work.

Whenever possible, please send photographs of the subjects to be shown in relief.

Bas-reliefs are "sculptures in low relief." Exceptional care must be employed in the modeling of the busts or figures so that the most minute details are brought out strongly.

The portion of the tablet to be worked out in relief is sometimes applied from the rear, but more often both tablet and bas-relief are cast integral.

We are justly proud of our ability to fabricate tablets and signs of this description.



Cut 1041



## THE ULTIMATE IN FINANCIAL ADVERTISING

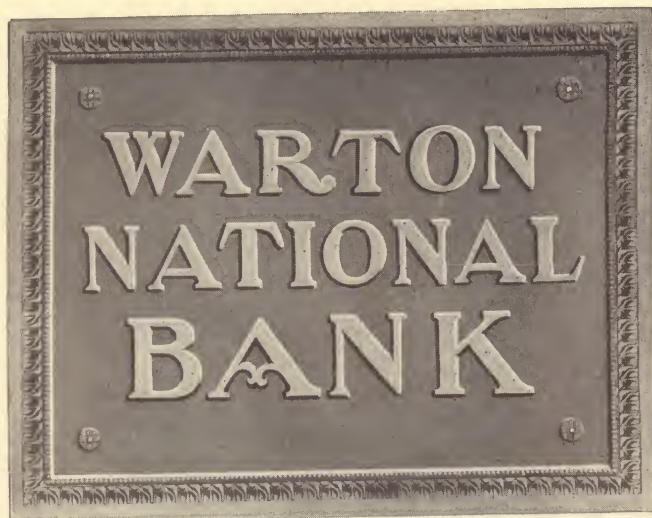
Banking institutions rightfully demand exterior signs that create prestige. To attain the desired object the use of bronze tablets is advised, and Newman creations have found favor in the eyes of bankers everywhere.

The dignified, stately, unpretentious advertising of banks depends for its success upon a suggestion of endurance, stability and financial strength. These qualities are best reflected in bronze tablets.

Attention is directed to our superior facilities for creating really effective designs for bank tablets. Your problems will be carefully studied before suggestions are offered, so that the tablets will blend well with the architecture of your building, in addition to yielding maximum publicity of the right sort.



SHOWING THE APPLICATION OF BRONZE TABLETS TO THE OUTER GRILLE  
OF A BANK BUILDING



Cut 1042

If your bank is located at the intersection of two streets two tablets identically the same should be joined at right angles and attached to the corner of your building.

If the entrance is ornate tablets should be erected on both sides. If the space is limited we suggest the "two-way" tablet illustrated below.



Cut 1043



Cut 1044

### CAST BRONZE DRUM SIGNS

Our list prices do not cover tablets of this character. When asking for special quotations please specify whether or not the signs are to be mounted on wooden drums, and also give the radius of the circle to enable us to determine the curve.



Cut 1045

### FEDERAL RESERVE SIGNS

These cast bronze signs are offered at a very low price in two standard sizes, but special sizes may be secured at the prices listed on pages 2 and 3.

Size  $4\frac{1}{4} \times 10\frac{1}{4}$  inches, with 4 counter-sunk screw holes.....\$9.40 each

Size  $4\frac{1}{4} \times 10\frac{1}{4}$  inches, with wicket attachment (see page 27), \$10.65 each

Size  $7\frac{1}{2} \times 18$  inches, with rosettes and lag screws.....\$18.75 each





Cut 1046



Cut 1046-A

### CAST BRONZE CARD FRAMES

A genuine bronze frame with a panel covered with transparent celluloid, and a special wicket attachment on the back. The cardboard insert has a mottled background to harmonize with the frame. The celluloid slide keeps the card always neat and clean.

When a change in tellers is made you simply remove the insert and substitute a new one. No other change is required.

The insert is lettered in black ink on a pebbled gold ground. Our price includes the celluloid covering and the insert card.

Size  $1\frac{5}{8}$  inches wide,  $7\frac{7}{8}$  inches long .....\$4.40 each

Size  $2\frac{1}{2}$  inches wide, 10 inches long .....\$7.50 each

Can also be furnished with easel for desks, counters, etc.

(Write for special prices on larger frames.)



Cut 1047

### CAST BRONZE WICKET NAME-SIGNS

These cast bronze plates are customarily attached to the wickets. Price includes the attachment as illustrated above, so arranged that the spacing of the wicket bars is immaterial.

Size  $1\frac{1}{2}$  inches wide, 8 or 10 inches long .....\$5.00 each

(Write for prices on other sizes.)



Cut 1048

### STANDARD BANK TABLETS FOR INTERIOR USE

Your depositors will thank you if signs of this kind are installed throughout your bank, and their appreciation means much in the long run.

To designate the various officials, tellers and departments nothing can equal these cast bronze plates in dignity, beauty or durability. They will save endless confusion and annoyance.

We make these plates in all sizes and styles as desired. They may be attached to wickets, furnished with easel attachments of various kinds, or suspended from stick-out brackets.

The two shapes illustrated herewith can be secured at the prices quoted at the bottom of page 3. These particular patterns are considered standard, but special styles may be had in sizes ranging from 2 x 10 inches to 4 x 18 inches.

### Suggestions for Wordings

Information  
Commercial  
Paying  
Receiving

Collections  
Drafts  
Next Window (with hand)  
Savings Club



Cut 1049

## INDIVIDUAL NAME SIGNS FOR DESKS OR COUNTERS

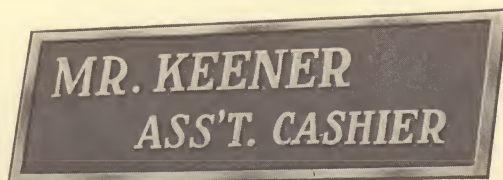
These cast bronze plates introduce your officials and tellers by name to your depositors. They acquaint folks with the men behind your institution with whom they do business every day.

No better medium for breaking down that old-fashioned wall of reserve can be found.

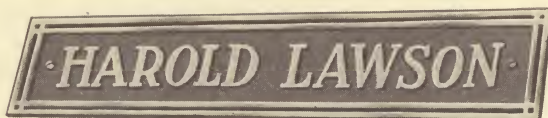
Plates of this character are priced at the bottom of page 3. You may use them over the wickets to point out the cashier and the tellers, and for this purpose we strongly recommend the wicket attachment illustrated on page 27. Or they may be had with cast easels to stand on desks or counters.

The size in general use is 3 x 10 inches, but no restrictions are placed upon the widths or lengths of these personal signs. Our easel is a triangular affair of solid bronze, cast in one piece with the sign itself, and located in the exact center of the reverse side.

(Write for special prices if the signs are to be hung from brackets, or if chain hangers are required.)



Cut 1050



Cut 1051



Cut 1064  
SHOWING THE METHOD OF MOUNTING BRONZE SIGNS ON WOOD BLOCKS  
(See Page 3)





Cut 1052

### STICK-OUT SIGNS

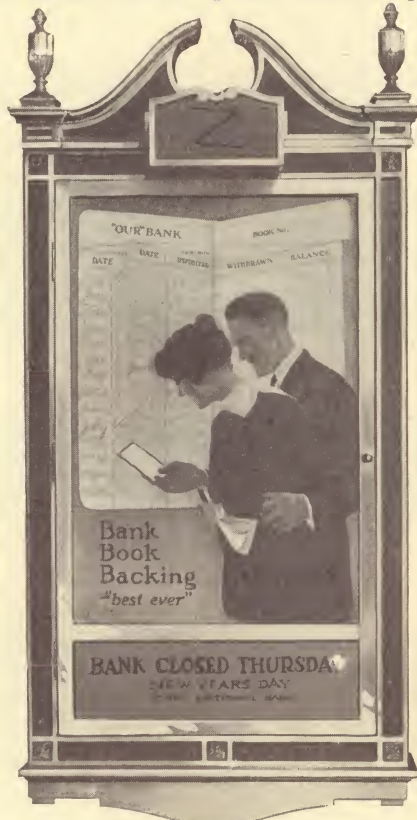
Sedate bronze tablets, suspended from brackets, command instant attention and assist your depositors to instantly locate the departments in which they are most interested.

The style of bracket above illustrated is considered more or less standard because it is made of genuine brass tubing, with cast wall (or wicket) plate and spun end-ornament. Therefore it is very reasonably priced.

Similar brackets may be had with square bars and fittings. If desired the signs may be hung by means of short lengths of metal chain.

The prices for our brackets are governed by the length, which in turn depends upon the character, size and weight of the finished signs.

We will gladly offer suggestions for special brackets upon request.



Cut 1053

### POSTER AND CARD FRAMES

We are prepared to furnish special brass or bronze frames for interchangeable cards, posters, etc. These are always designed to suit your individual needs.

The one illustrated is solid cast bronze, with a hinged glass door and a reflector box for electric lights at the top.

# GIFTS THAT LAST

Cut 1054

## SLOGAN SIGNS

Many associations of manufacturers have adopted slogans which should be effectively displayed by retail merchants in their show-windows. For the purpose we have created cast bronze signs of graceful contour and enduring beauty, exactly as illustrated. Patterns for two other slogans are carried in stock:

SAY IT WITH FLOWERS  
GLASSES THAT FIT

Other slogans, regularly adopted by trade associations after publication of this booklet, may be secured at our special price.

Each sign measures  $2\frac{1}{2} \times 10$  inches. The backgrounds are oxidized black or dark brown, as desired. The easel attachment is the same as described on page 29.

ESPECIALLY PRICED AT \$5.00 EACH



Cut 1055

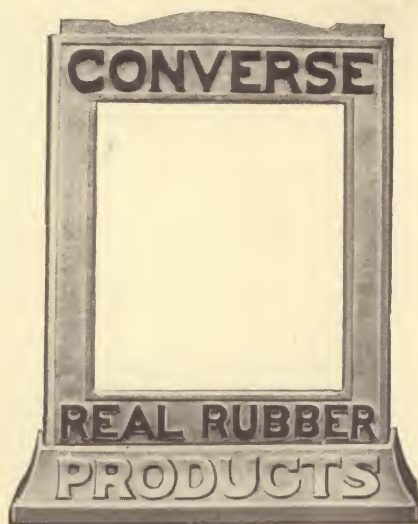
Tablets that are out-of-the-ordinary in every respect make a strong appeal to us.

We specialize in ornate and extra-elaborate styles, such as the one with overhead lamp illustrated at the left.



Cut 1058

The photograph at the right represents a card holder of unusual merit. It can be furnished in solid cast bronze, and (in quantities) in cast composition metal which can be plated to resemble brass, bronze or copper.



Cut 1056



Cut 1057

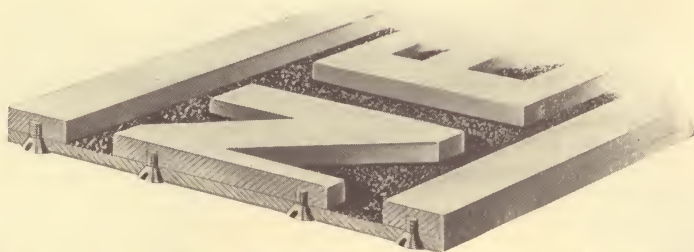
Hollow cast signs of composition metal may be purchased in lots of fifty or more at exceptionally low prices. They are usually fitted with wire easels, and may be electro-plated in any desired effect.

### BUILT-UP SIGNS

An inexpensive type of sign that will stand up under severe punishment.

It consists of a heavy sheet of genuine brass on which cast bronze borders and letters are mounted with invisible screws from the rear, as illustrated in the drawing.

This method can be used only when plenty of room is allowed and the letters can be quite large.





## CAST BRASS AND BRONZE LETTERS

We are specializing in the manufacture of cast brass and bronze letters and numerals. These may be supplied in any desired size, and in natural and highly polished finishes.

Architectural styles not illustrated on this page are obtainable at special prices. When ordering please specify whether counter-sunk screw holes or sharp pointed invisible pins (for wood) or invisible lugs (for concrete, stone or metal) are desired.



The prices for standard styles in cast brass and bronze letters as illustrated are as follows:

Half-round or flat faces (Styles C or D)—

Up to and including 12 inches high, 50 cents per upright inch.

Over 12 inches high, 65 cents per upright inch.

Prismatic or Trapezoidal faces (Styles A or B)—

Up to and including 6 inches high, 90 cents per upright inch.

6 inches to 12 inches high, 75 cents per upright inch.

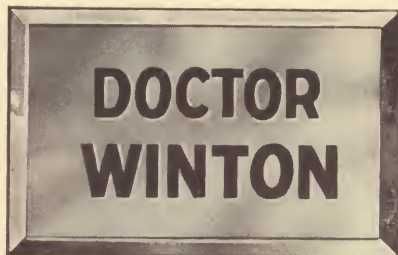
Over 12 inches high, 90 cents per upright inch.

(Mention type numbers and style letters when ordering.)



This photograph clearly shows the application of cast letters to a store front. Tell us all about your needs and we will offer suggestions for the proper use of such letters.

(Note the two bronze signs in the window of this store.)



Cut 1061

Small signs may be manufactured "in reverse." Such signs have raised letters and etched black backgrounds.

No. 16 B. and S. Gauge Genuine Brass is used for most of our brass signs. Sometimes No. 14 Gauge is utilized for large signs.

Write for special prices on drums, hangers, easels and individual cardboard containers.



Cut 1062



Cut 1063

Newman etched brass signs are made by an improved process which prolongs their lives out of doors. We offer signs with raised and highly polished backgrounds, and letters and borders deeply etched and filled with black enamel.

These quotations provide for any desired style of lettering; either beveled edges or perfectly flat:

Cost of No. 16 B. & S. Gauge brass, \$0.051 per square inch.

Cost of etching letters 3 inches tall or smaller, 0.384 per letter.

Extra for taller letters, add \$0.084 for each inch over 3.

Extra for No. 14 B. & S. Gauge brass, \$0.0116 per square inch.

EXAMPLE: To find the cost of a 10 x 15-inch No. 14 gauge sign with ten 4-inch letters thereon:

150 square inches of brass at .0626 per square inch (\$0.051 plus \$0.0116, and 10 letters at \$0.468 (\$0.384 plus \$0.084)=\$14.07, the cost of one sign.

When two or more signs bearing exactly the same copies are ordered we make a reduction of 5% on each sign after the first.



# ETCHED BRASS NAME SIGNS



These signs are made from heavy sheets of solid brass, perfectly flat, and have two holes for attaching by means of screws to doors, desks, etc. They are 10 inches long and 2½ inches wide.

The letters and border are highly polished. The background is etched a dull black, perfectly solid and free from blemishes. The edges of all plates are trimmed square and true.

The entire sign is treated with our transparent lacquer, which makes cleaning a simple matter.

## ESPECIALLY PRICED AT \$1.00 EACH

(A)	Accountant	Commercial	Exit	Ladies Toilet	Parlor	Sitting Room
	Advertising	Commissioner of	Eyes Examined	Laundry	Pay Bills Here	Smoking Room
	Agent	Deeds	(F)	Lavatory	Paying	Solicitor
	Agents Wanted	Committee Room	Family Entrance	Lawyer	Paying Teller	State's Attorney
	Apply Here	Complaints	Female Colored	Lecture Room	Paying Window	Stenographer
	Assembly Room	Constable	Ward	Lemonade	Pay Master	Steward
	Assessor	Council Chamber	Female Ward	Library	Piano Lessons	Stock Room
	Assistant Cashier	Counselor at Law	Fire Escape (Hand	Line Forms on	Please do not	Storage
	Attorney at Law	County Attorney	pointing left)	this Side	Handle	Store for Rent
	Auditor	County Auditor	Fire Escape (Hand	Linen	Please Wipe	Strictly Cash
	Automobiles for	County Judge	pointing right)	Loans	Your Feet	Studio
	Hire	County Surveyor	Fire Insurance	Lodging	Police Court	Superintendent
(B)	Baggage	County Clerk	For Employees	Lost Articles	Porter	Supt. of Schools
	Baggage Checked	County Superintendent	Only	(M)	Private	Surgical
	Baggage Room	County Commissioner	For Hire	Male Colored Ward	Private Grounds	Department
	Bank Closed	County	For Ladies Only	Male Ward	Private—Keep Out	Surveyor
	Bank Open	Commissioners	For Men Only	Manager	Private Office	(T)
	Barber Shop	County Court	For Rent	Manicuring	Public Telephone	Table Board
	Basement	County Treasurer	For Sale	Medical Inspector	Purchasing Agent	Tax Collector
	Bath	Court Room	Inquire Within	Men	Purchasing	Tax Receiver
	Bath Room	Credit Department	Furnished Room	Men's Bath	Department	Teacher's Room
	Billiards	(D)	(G)	Men's Lavatory	Purser	Telegrams
	Billiard Room	Danger	General Manager	Men's Room	Push	Telephone
	Board and Lodging	Delivery Entrance	General Offices	Men's Toilet	(R)	Teller
	Boarders Wanted	Dentist	Gentlemen	Money Orders	Reading Room	Terms Strictly Cash
	Boarding	Dentist (Hand	Gentlemen's Only	Money to Loan	Real Estate	This Is It
	Board of Education	pointing left)	Gentlemen's Toilet	(N)	Receiving	This Way (Hand
	Board of Trade	Dentist (Hand	Gents Bath	Natatorium	Receiving Clerk	pointing left)
	Bookkeeper	pointing right)	Gents Only	No Admittance	Receiving	This Way (Hand
	Bowling Alley	Deposits	Gents Room	No Beggars	Department	pointing right)
	Boys	Desk Room	Gents Toilet	No Checks Cashed	Receiving Teller	This Way In
	Boys' Toilet	For Rent	Girls' Toilet	No Loading	Receiving Window	This Way Out
	Boy Wanted	Dining Room	Grand Jury	No Minors Allowed	Reception Room	Ticket Office
	Buffet	Discounts	Gymnasium	No Peddlers	Recorder	Tickets
	Bulletin	Discount Clerk	(H)	No Smoking	Register	Toilet & Bath
	Buyer	District Attorney	Hands Off	No Spitting	Register of Deeds	To Hall
(C)	Call Again	District Clerk	Help Wanted	No Trespassing	Restaurant	To Let
	Cash	District Court	Hot or Cold Baths	Notary Public	Rest Room	Town Clerk
	Cashier	Doctor	Hotel	Notes	Ring and Walk In	Tradesmen's
	Chemistry	Don't Ring	Hotel Entrance	Nurses	Rooms	Entrance
	Chief of Police	Walk In	(I)	Office	Rooms To Rent	Treasurer
	Children's Ward	Drafts	Information	Office (Hand	Rooms To Let	Trust Department
	Chiropractor	Dressmaker	Inquire Here	pointing left)	(S)	(U)
	Christmas Accounts	Drug Department	In Rear	Office (Hand	Safety Deposit	Urinal
	Circulation	(E)	Janitor	pointing right)	Sales	(V)
	City Assessor	Editorial	June	Office In Rear	Sales Manager	Vice-President
	City Clerk	Department	Judge's Chamber	Office Upstairs	Sales Room	(W)
	Class Room	Department	Jury	Open	Sample Room	Waiting Room
	Clerk	Elevator	Justice of the Peace	Order Department	Sandwiches	Walk In
	Clerk of Court	Elevator Not	(K)	Osteopath	Savings	Wash Room
	Cloak Room	Running	Kindergarten	Other Door	Department	Water Closet
	City Controller	Employment	Kitchen	Out	Servants' Entrance	White
	City Engineer	Manager	Laboratory	(P)	Sheriff	Wholesale and
	City Solicitor	Engine Room	Ladies	Pantry	Shipping Clerk	Retail
	City Treasurer	Engineer	Ladies Bath	Parcels Checked	Shipping	Wholesale
	Closed	Engineering	Ladies Cabin	Here	Department	Department
	Closet	Department	Ladies Entrance	Parcel Room	Shower Bath	Women
	Collections	Entrance	Ladies Only		Show Room	Women's Toilet
	Colored	Examining Room	Ladies Parlor		Shut the Door	Writing Room
		Exchange	Ladies Room			



## In Conclusion

Remember that we especially recommend cast bronze tablets above all other signs because a brisk polishing actually makes them new again.

Forty years, with their changes and innovations, have passed in review before us. We claim to know more about brass and bronze signs than any other manufacturer, and the benefit of this experience is yours for the asking.

Our Art Department is at your service. Requests for designs do not obligate you in any way.

Special signs and tablets are made up in from one week to thirty days, depending upon the size and amount of hand-finishing.

**No special tools are needed to erect our signs.**

PLEASE KEEP THIS BOOKLET FOR FUTURE REFERENCE.

## ***OTHER NEWMAN PRODUCTS***

Brass, Bronze and Plated Steel Railings and Grille Work.  
 Cashiers' Wickets, Vent Grilles and Grille Doors in All Metals.  
 Solid Bronze Doors, Hollow and Kalamein Steel and Bronze Doors.  
 Woven Wire, Latticed Bronze and Special Metal Cage Work.  
 Bronze Check Desks. Metal Lighting Fixtures.  
 Collapsible Steel and Bronze Gates. Exterior Grilles.

### **Changeable Letter Directories**

Mausoleum Doors, Grilles and Ventilators—Bronze and Steel.  
 Cast Bronze Handles, Rosettes, Medallions and Ornaments.  
 Cemetery Entrance Gates. Ornamental Fences.  
 Cast Bronze and Iron Grave Markers, Crosses and Statuettes.

### **Framed Bulletin Boards**

Architectural Brass, Bronze and Plated Steel Work.  
 Bronze Entrances, Lamps, Lighting Standards, Flag Pole Bases.  
 Special Door Hardware. Metallic Theatre Fixtures.

### **Special Metal Signs**

Display Stands, Card Holders, Special Racks—All Metals.  
 Cafeteria and Restaurant Fixtures.

WRITE FOR SPECIAL CATALOGS TO COVER ANY OF THE ABOVE.



